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 Class - B.A. (Hons) Third Year
 Paper - VIIth
 Topic - Descriptive vs Analytical Research

Descriptive research includes surveys and focus finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. In social science and business research we quite often use the term Ex post facto research. For descriptive research studies. The main characteristics of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening. Most ex post facto research projects are used for descriptive studies in which the researcher seeks to measure such items as, for example, frequency of shopping, preferences of

people, or similar data Ex post facto studies also include attempts by researchers to discover causes even when they cannot control the variables. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlational methods.

In analytical research, on the other hand, the researcher has to use facts or information already available, and analyze them to make a critical evaluation of the material.